

ORDER



Orders
Order / Rev: 720780
Alt Order #: 06365074
Product Desc: RESTORE OUR FUTURE
Estimate: 1459
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 10/05/12 / 10/05/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Restore Our Future
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	90	\$365,900.00	\$311,015.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	90	\$365,900.00	\$311,015.00	0.00
Totals	90	\$365,900.00	\$311,015.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/09/12	10/12/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	- TWTF - -	:30	8	\$850.00	P-1	0.00	NM	8	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			8		\$850.00		0.00				
E 2	WUSA	10/09/12	10/12/12	9-930a Inside Edition	CM	9-930a	- TWTF - -	:30	4	\$400.00	P-1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			4		\$400.00		0.00				
E 3	WUSA	10/09/12	10/12/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	- TWTF - -	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			4		\$2,000.00		0.00				
E 4	WUSA	10/09/12	10/12/12	3-4p The Doctors	CM	3-4p	- TWTF - -	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			4		\$800.00		0.00				
E 5	WUSA	10/09/12	10/12/12	4-5p Dr. Phil	CM	4-5p	- TWTF - -	:30	4	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			4		\$1,200.00		0.00				
E 6	WUSA	10/09/12	10/12/12	9 News @ 5p 9 News @ 5p	CM	5-6p	- TWTF - -	:30	8	\$1,000.00	P-2	0.00	NM	8	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			8		\$1,000.00		0.00				

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WUSA	10/09/12	10/12/12	9 News @ 6p 9 News @ 6p	CM	6-630p	- TWTF - -	:30	8	\$2,000.00	P-1	0.00	NM	8	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			8		\$2,000.00		0.00				
E 8	WUSA	10/09/12	10/12/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	- TWTF - -	:30	4	\$2,500.00	P-1	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			4		\$2,500.00		0.00				
E 9	WUSA	10/09/12	10/12/12	Letterman Late Night with David Letterman	CM	1135P-1237A	- TWTF - -	:30	8	\$1,500.00	P-1	0.00	NM	8	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			8		\$1,500.00		0.00				
E 10	WUSA	10/09/12	10/14/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	- TWTFSS	:30	4	\$4,000.00	P-1	0.00	NM	4	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTFSS			4		\$4,000.00		0.00				
E 11	WUSA	10/09/12	10/09/12	Tue Prime A NCIS	CM	8-9P	- T - - - -	:30	2	\$35,000.00	P-1	0.00	NM	2	\$70,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- T - - - -			2		\$35,000.00		0.00				
E 12	WUSA	10/09/12	10/09/12	Tue Prime B NCIS: Los Angeles	CM	9-10P	- T - - - -	:30	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- T - - - -			1		\$20,000.00		0.00				
E 13	WUSA	10/09/12	10/09/12	Tue Prime C Vegas	CM	10-11P	- T - - - -	:30	2	\$16,000.00	P-1	0.00	NM	2	\$32,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- T - - - -			2		\$16,000.00		0.00				
E 14	WUSA	10/10/12	10/10/12	Wed Prime C CSI: Crime Scene Investigation	CM	10-11P	- - W - - -	:30	1	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- - W - - -			1		\$14,000.00		0.00				
E 15	WUSA	10/12/12	10/12/12	Fri Prime C Blue Bloods	CM	10-11P	- - - - F -	:30	2	\$18,000.00	P-1	0.00	NM	2	\$36,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- - - - F -			2		\$18,000.00		0.00				
E 16	WUSA	10/13/12	10/13/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	- - - - S -	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- - - - S -			2		\$350.00		0.00				
E 17	WUSA	10/13/12	10/13/12	Sat Prime A Crimetime Saturday	CM	8-9P	- - - - S -	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- - - - S -			1		\$4,000.00		0.00				
E 18	WUSA	10/13/12	10/13/12	Sat Prime B Crimetime Saturday	CM	9-10P	- - - - S -	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- - - - S -			1		\$6,000.00		0.00				
E 19	WUSA	10/13/12	10/13/12	Sat Prime C 48 Hours Mystery	CM	10-11P	- - - - S -	:30	2	\$8,000.00	P-1	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- - - - S -			2		\$8,000.00		0.00				
E 20	WUSA	10/13/12	10/13/12	LF 1135p-1235a Criminal Minds	CM	1135P-1235A	- - - - S -	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- - - - S -			2		\$750.00		0.00				
E 21	WUSA	10/14/12	10/14/12	NFL Today NFL Today	CM	NFL Today	- - - - - S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WUSA	10/14/12	10/14/12	NFL Today NFL Today	CM	NFL Today	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1				\$2,500.00		0.00			
E 22	WUSA	10/14/12	10/14/12	NFL Football Game #1 Colts vs Jets	CM	NFL Football Gam	-----S	:30	1	\$20,000.00	P-2	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1				\$20,000.00		0.00			
E 23	WUSA	10/14/12	10/14/12	Sun Prime B Amazing Race	CM	8-9P	-----S	:30	2	\$18,000.00	P-2	0.00	NM	2	\$36,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		2				\$18,000.00		0.00			
E 24	WUSA	10/15/12	10/15/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-----	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		2				\$850.00		0.00			
E 25	WUSA	10/15/12	10/15/12	9-930a Inside Edition	CM	9-930a	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$400.00		0.00			
E 26	WUSA	10/15/12	10/15/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	M-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$2,000.00		0.00			
E 27	WUSA	10/15/12	10/15/12	3-4p The Doctors	CM	3-4p	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$800.00		0.00			
E 28	WUSA	10/15/12	10/15/12	4-5p Dr. Phil	CM	4-5p	M-----	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		2				\$1,200.00		0.00			
E 29	WUSA	10/15/12	10/15/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		2				\$1,000.00		0.00			
E 30	WUSA	10/15/12	10/15/12	9 News @ 6p 9 News @ 6p	CM	6-630p	M-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$2,000.00		0.00			
E 31	WUSA	10/15/12	10/15/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	M-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$2,500.00		0.00			
E 32	WUSA	10/15/12	10/15/12	Letterman Late Night with David Letterman	CM	1135P-1237A	M-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		2				\$1,500.00		0.00			
E 33	WUSA	10/15/12	10/15/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	M-----	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$4,000.00		0.00			
Totals													90	\$365,900.00	